ELIZABETH NEWMAN

UX/UI DESIGNER & RESEARCHER

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Portfolio: liznewmanportfolio.com

EDUCATION

- **DePaul University - Chicago, IL**
  2015 - 2017
  Master's Degree, Human Computer Interaction
  Graduated with Distinction

- **University of Wisconsin - Madison, WI**
  2007 - 2011
  Bachelor of Fine Arts
  Graphic Design & Photography
  Emphasis in Business

- **Lorenzo de Medici - Florence, Italy**
  2010
  Art History, Painting and Italian

EXTRACURRICULARS

- **The College of Wooster** | *2020 - PRESENT*
  Graphic designer for academic materials

- **Freelance Invitation Design** | *2017 - PRESENT*
  Design wedding and shower invitations.

- **Crohn's & Colitis Foundation** | *2017 - PRESENT*
  Graphic designer for fundraising events including
  their New York Comedy Night

- **Freelance Photography** | *2015 - PRESENT*
  Photographer for weddings, engagements & events

- **The Can-Do Crew** | *2016 - PRESENT*
  Web designer for a non-for-profit organization
  that creates workshops and lessons that teaches
  children about social responsibility

- **Ripon College** | *2016 - 2019*
  Designer for Ripon College's website
  and other marketing materials

TECHNICAL PROFICIENCIES

- Accessibility
- Adobe Creative Suite
- Analytics
- AxureRP
- Balsamiq
- Bootstrap
- Brackets
- Branding
- CSS
- Discord
- Figma
- FigJam
- HTML
- Iconography
- InVision
- JavaScript
- Journey Mapping
- Jira
- Microsoft Office
- Miro
- Mural
- Mobile Design
- OptimalSort
- Photography
- Presentation Design
- Project Management
- Prototyping
- Qualtrics
- Responsive Design
- SEO
- Sketch
- UI Design
- Usability Testing
- User Research
- Wireframing

EXPERIENCE

- **CURIO BLOCKS | July 2021 – Present | Head of Platform » Chief Experience Officer (CXO)**
  UX/UI Design: Curio is an e-commerce site for NFTs and BLOCKS is a platform that helps NFT communities build Metaverse environments. I design all user interfaces for the marketing website, the e-commerce platform and the BLOCKS Metaverse. Interfaces I have designed, include: educational pages, NFT shopping experiences, leaderboards and the BLOCKS building, designing and chatting experience.

  User Research: I conduct qualitative user research by holding user interviews with our beta testers. I collect quantitative data by analyzing our Google Analytics and create user flows to understand our key points of interactions. I also conduct market research and competitive analyses to determine how we make our mark in the marketplace. All of our user research helps drive feature prioritization and design decisions.

  Branding: Design and create the visual identities for both Curio and BLOCKS. I create style guides that showcase the design guidelines, logo properties, company colors, typography and digital assets including iconography, photography and graphic elements. The guides also, include digital design systems that display UI components, page layouts and responsive designs. It is my responsibility to ensure our marketing materials align with our online experience.

  Culture Development: As CXO, I am also responsible for the internal experience of our team members. I oversee our culture, by conducting workshops with the team to build our mission, vision and holistic identity. This helps align the team towards a unified goal. I help build workflow processes and coordinate team collaboration. I also coordinate company lunch-n-learns.

- **Northern Trust Corporation | March 2020 – July 2021 | 2nd VP, Senior Consultant - UX**
  UX/UI Design: I designed wireframes, high-fidelity mockups and interactive prototypes for Northern Trust's customer facing website. To ensure uniformity across domains, I enforced and expanded upon the Northern Trust branding guidelines and design system. I drove the reorganization of the website's information architecture to enhance the structure, categorization, and design of the navigation. I was Project Manager for a project for Emotomy, a subsidiary of Northern Trust, for which I conducted user research, assisted on the UI design, and oversaw day-to-day management of the project and its final deliverables. For this project, I was awarded the Chairman's Award - Northern's highest level of recognition awarded to individuals who have been instrumental in the company's success throughout the year. I hosted and presented UX Week, which served as an educational week for members of the Northern Trust marketing department. During the week, I curated presentations that covered UX Design, UX research, analytics, development, and accessibility.

  User Research: I held stakeholder and user interviews to gather qualitative data regarding the needs and behaviors of our users. I conducted competitive analyses to determine where Northern Trust exceeds and lags against competitors. I developed personas, journey maps and service blueprints to drive design decisions and priorities.

- **Openfinance | March 2018 - March 2020 | Head of Product & User Experience**
  UX/UI Design & Research: I created a style guide that covered everything from our branding to the design of interface components. I designed wireframes, high-fidelity mockups and interactive prototypes for our trading platform. All design decisions were driven by our user-centered design framework, including user research, competitor analyses and best practices. I also designed conference materials, developed CSS specifications, and coded our marketing website. I conducted user research and engagement through surveys, quarterly newsletters and social media. I collected, organized and cataloged all user feedback to help drive design decisions and product strategy. I created an extensive model that catalogs feedback and provides data on how our releases impact feedback.

  Product Strategy: My goal was to drive our product strategy and prioritization based on user feedback, our product development lifecycle and market research. I held a weekly product pipeline meeting during which I presented updates on current projects, plans for upcoming projects, team allocation and provided strategic insight into future prioritization.

  Project Management: I built timelines, developed project specifications, determined team resource allocation and managed all projects and tasks given to the Development Team. I designed and implemented a project prioritization process.

  Quality Assurance (QA): I conducted QA for all projects. I generated acceptance criteria, which aligned with the users' goals. During our iterative cycle I conducted QA sessions, which resulted in styling checks, functionality tests and accessibility reviews. I created models for company-wide testing across multiple devices and SEC/FINRA rules.

- **Total Attorneys | April 2014 - March 2018 | Lead UX/UI Designer**
  I created a unified brand for all B2B and B2C websites and designed lead generation forms and interactive experiences that help users navigate the legal verticals. I conducted user research, created wireframes and high-fidelity interactive prototypes and ran usability tests. I created a design system that documents our company's styling, interactive components and accessibility practices. I generated HTML and CSS files. I designed client outreach and trade show materials across various mediums including, print, video and web. I organized company lunch-n-learns and events.

- **Wisconsin School of Business (WSB) | 2011 - 2014 | Interaction Designer**
  My role focused on architecting, designing and maintaining a branded, user focused, 508 compliant website that reflects the WSB vision. I began every project with user research and analytical research. I explored case studies, interviewed clients and optimized content for SEO. I designed wireframes and mockups and collaborated with the developers to ensure the styling and functionality was carried out. I met with clients to determine their requirements and translated their needs into the optimal design solutions for web and print.